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PER.

EVERYDAY ART QUARTERLY

A GUIDE TO WELL DESIGNED PRODUCTS

FALL 1948
No. 9 / 25c

WALKER ART CENTER • MINNEAPOLIS

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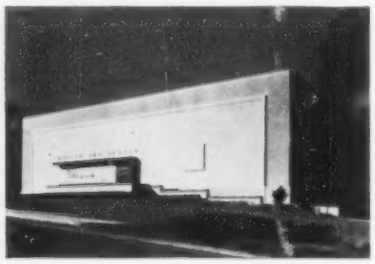
2	3	4
	5	

on the cover:

1. Wicker picnic hamper fitted with plastic plates, cups, cutlery, and sandwich box. $27.50 Leipzig & Lippe.
2. Beach backrest. Aluminum frame, cushions covered with Koroseal, filled with Fiberglas. $12.95. Nappe-Smith Mfg. Co.
3. John's service plate. Baked enamel on metal, in bright colors. $1.95. Pottery mug to match, 85c.
4. Featherlite garden tools of polished cast aluminum. $3.95 for set of 3. Markle Featherlite Products Corp.
5. Wicker flower basket. $2.95. Leipzig & Lippe.



THE WALKER ART CENTER

is a progressive museum of the arts.

The objective of the Center is to give men, women and children an opportunity to know, enjoy and use the arts—to clarify the relationship of all art to our modern lives—to be useful by reporting, explaining, teaching the value of art to those who need or want this knowledge—to share with the schools and libraries in broadening the cultural opportunities in America.

DEC 22 1948

EVERYDAY ART QUARTERLY

A GUIDE TO WELL DESIGNED PRODUCTS

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in the WINTER issue:
USEFUL OBJECTS

Published by the WALKER ART CENTER
1710 Lyndale Avenue South, Minneapolis 5, Minn.
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Staff Photographer: JOHN SZARKOWSKI

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EVERYDAY ART OUTDOORS

A selection of well-designed objects for outdoor use was shown in an exhibition in the Everyday Art Gallery during the summer of 1948. An abundance of ideas for porch and garden furniture, camping and sports equipment, picnic and outdoor serving accessories has appeared during the past few years and among them are a surprising number of good designs. As it is the case with bathroom and kitchen equipment, articles for use in the great outdoors are not subject to the sentimental and traditional restrictions which so often hamper the development of good design in living room or bedroom furniture.

Most objects shown on these pages are available nationally. Addresses of sources are listed on page 14.

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Objects 1 - 5 are shown on the cover. See inside cover for description.

6. Koolvent garden umbrella. Made of aluminum with baked enamel finish in white with red, blue, green, or yellow. Sections of the umbrella are so arranged that hot air can escape between them. $98.50. Koolvent Aluminum Umbrella Corp.

7. Koroseal play pond. The sides are inflated and are held up by water pressure. Green bottom, yellow sides, 55-inch diameter. $12.50. Also available in a larger size, 80 inches in diameter for $24.95. B. F. Goodrich Co.

Coxe

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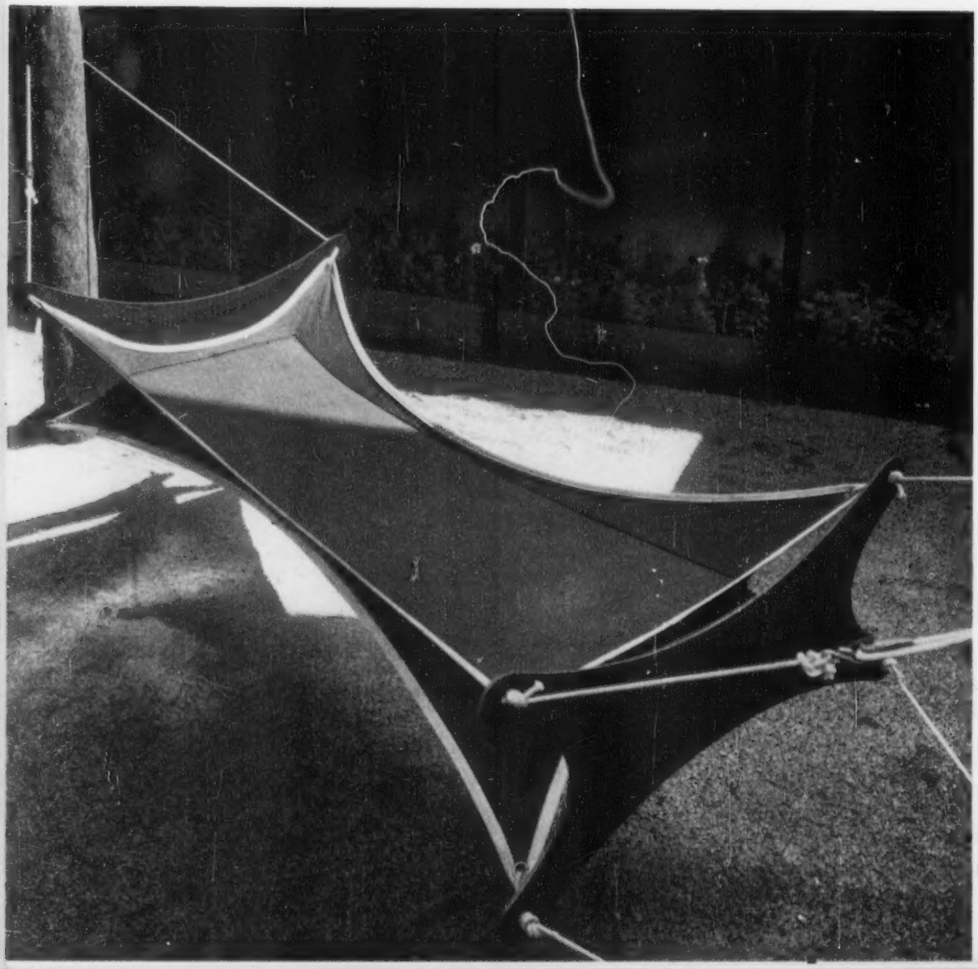

The New York Times

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8. Plantation hammock. Hand-woven of strong, resilient cotton rope, braced with tempered hardwood bows. Made in three sizes: 48 inches wide, $15.00; 55 inches wide, $19.00; 66 inches wide, $26.00. Marion Brawley.

9. Hosken hammock. Made of canvas with plywood ends, this hammock is designed like a suspension bridge and does not sag. $44.50 with mahogany ends; $39.50 with fir ends. Hosken, Inc.

10. Sno-Shu chair "The Canoeman." For use in the boat or on the lawn, this is one of a group of chairs made of Vermont ash with rawhide lacing for seats and backs. $17.50. Vermont Tubbs, Inc.

11. Folding armchair of lightweight aluminum tubing and canvas. $9.95. R. E. Herlinger Co.

12. Thermo-Keep. Bag for frozen foods, beverages, or picnic lunches is covered and lined with Koroseal in red, blue, or green, insulated with Fiberglas, will keep contents cold for a long time. $8.95. Nape-Smith Manufacturing Co.

13. Pailmaster. Plastic covering made of Vinylite sheet with Fiberglas insulation slips over an ordinary pail, for keeping ice cubes or beverages. $9.75. Plastic Sheet Fabrication, Inc. *Lent by Johnson-Gokey's.*

14. Water bucket, made of heavy canvas, folds flat when not in use. $3.45. Janney-Semple-Hill. *Lent by Johnson-Gokey's.*

15. Pic-Nic-Pac. Brightly colored plastic tumblers in a gay package. $1.50 for set of six. Thomas A. Steeds Co.

16. Dowcraft magnesium lawn barrow. This easy-to-handle wheelbarrow weighs only sixteen pounds, is finished in blue and gray. $29.95. Dow Chemical Co.

EVERYDAY ART OUTDOORS

continued

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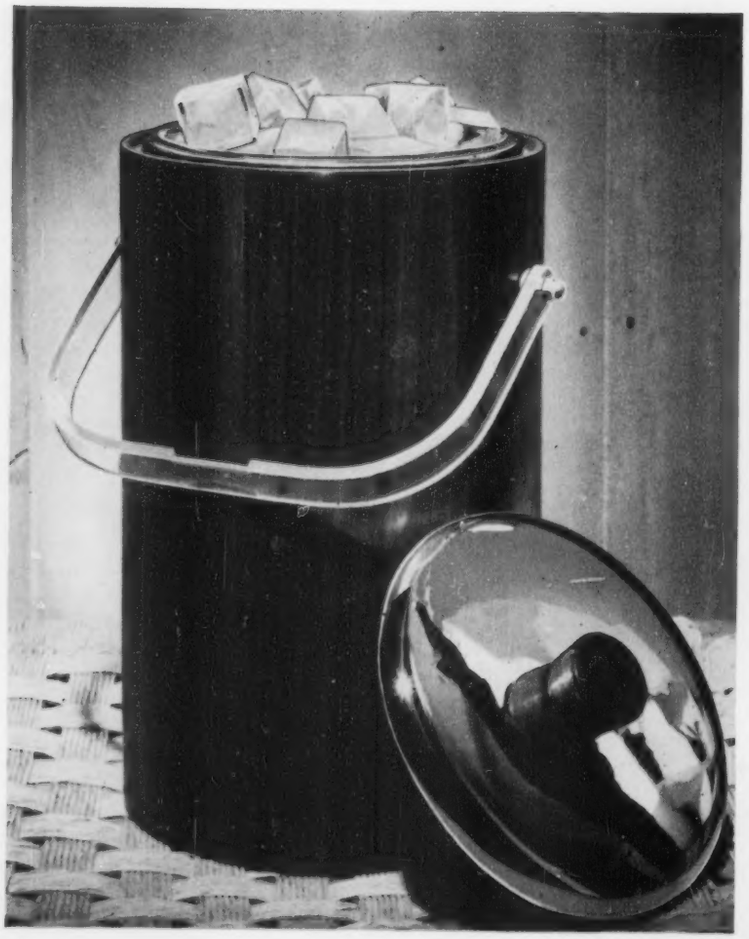

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17. Garden apron. Striped denim, with tool holders and plastic kneeling pad. $4.50. Associated Needlecrafts. *Lent by Johnson-Gokey's.*

18. Ice pail. Gallon size, this insulated pail comes with walnut or mahogany exterior, has chrome-plated cover, clear plastic handle. $25.00. American Thermos Bottle Co.

19. Terrace chair. Made of aluminum tubing and blue canvas, this chair has an extremely simple folding mechanism, takes little space in storage, and is comfortable to sit in. Deeco, Inc. *Lent by Deephaven Hardware.*

20. Camp chairs. Lightweight aluminum tubing and canvas. The chair at right has a zipper bag under the seat and a shoulder strap for carrying. $5.75. $7.75. R. E. Herlinger Co.

21. Beach backrest. Lightweight aluminum tubing and canvas, with handle and zipper bag. $5.75. R. E. Herlinger Co.

22. Sportsman refrigerator (left). Insulated pail has compartment for ice cubes under the lid. $9.50. Faris Manufacturing Co.

    Cronco Cooler (right). Picnic icebox made of aluminum, has rounded corners, Fiberglas insulation, a drain tube. $22.50. Cronstrom Manufacturing Co. *Lent by All Sports, Inc.*

23. Roll-A-Tray tackle box. The revolving tray has separate compartments with plastic sliding covers. $9.95. Upper Midwest Manufacturing Co. *Lent by All Sports, Inc.*

24. Aluminum cooking kit. This camping outfit consists of fourteen pieces, all may be packed into the largest pot. $9.95. Reynolds Metals Co. *Lent by All Sports, Inc.*

25. Woodland charcoal grill. Made of rustproof aluminized steel, folds flat to two-inch thickness. $6.95. Poloron Products.

26. Portable charcoal broiler. Steak holder is suspended between two charcoal compartments, separate metal sheet forms cooking surface on top. $14.95. Given Co. *Lent by Johnson-Gokey's.*

27. Universal grill. The grill is adjustable to any height above the wood or charcoal fire. Folds flat for storage. $25. Lindberg Instrument Co.

28. Picnic kit. Aluminum case with two vacuum bottles and utensils for four. $24.95. Alladin Industries. *Lent by All Sports, Inc.*

29. Picnicker. Plastic zipper bag holds two-quart vacuum bottles and a lacquered metal sandwich box. $12.50. American Thermos Bottle Co. *Lent by Johnson-Gokey's.*

30. Country Fare pottery. Ovenproof ware in brown and green glazes. Large casserole, $6.00: individual casserole, 90 cents; mug, 50 cents. Carbone, Inc. *Lent by Anderson's China Shop.*

31. Plastic air mattress. 24 by 72 inches. $12.00. Bilnor Corp.

32. Wading pool. The sides of this Vinylite pool consist of three independently inflated rings. 40-inch diameter. It may be used as a float. $10. Bilnor Corp.

33. Trouble light. A flashlight that plugs into the cigarette lighter socket of any car. It is magnetic and can be attached to any part of the car body. Luma-Nite Sales Co. *Lent by Johnson-Gokey's.*

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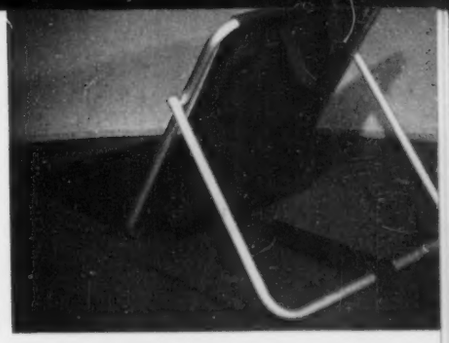
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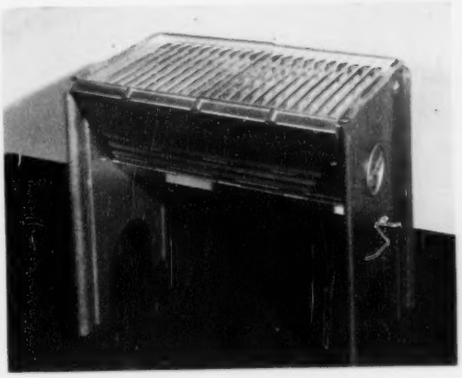
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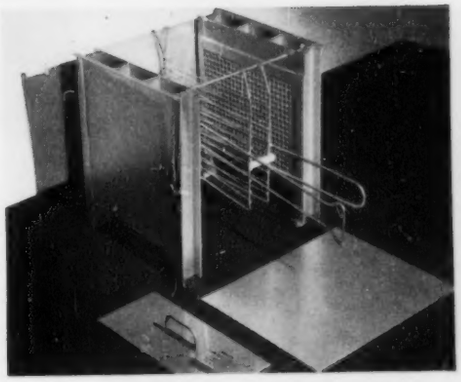
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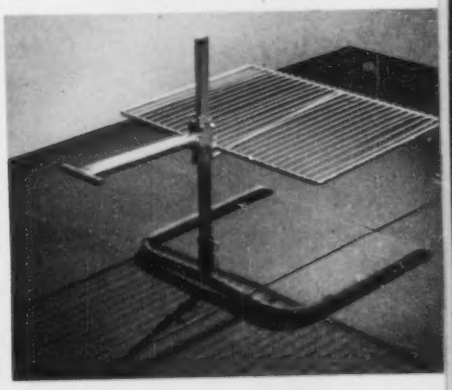
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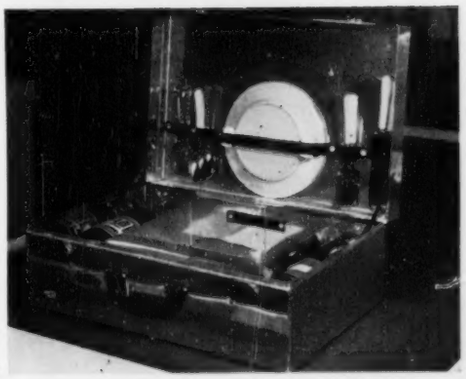
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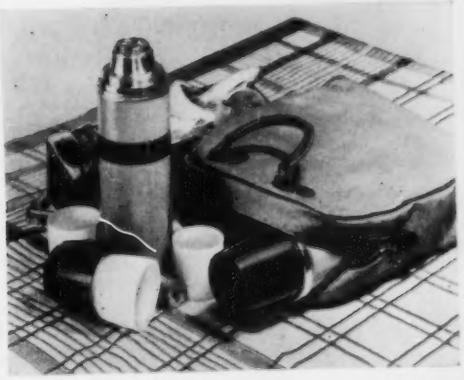
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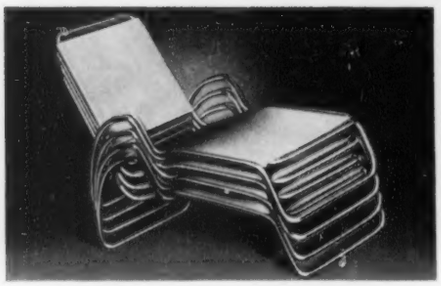
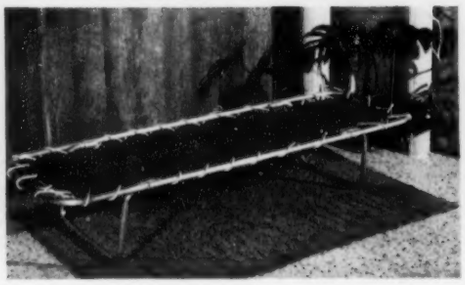
34. Aluminum chairs. They stack for storage, have removable canvas seats and backs in four bright colors. $19.50. Treitel-Gratz Co. Distributed by the Herman Miller Furniture Co.



35. Chaise lounge. The frame is made of anodized aluminum, the seat of sail cloth, available in a choice of five bright colors. The chaise is designed for stacking. $54.50. The Troy Sunshade Co.



36. Suntan cot. Aluminum frame with laced-on canvas. The legs fold for storage. $19.95. Nappe-Smith Manufacturing Co.

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38

37. Master barbecue grill. This roll-about grill comes equipped with a long-handled wire broiler and barbecue spit. There are two charcoal compartments, a warming drawer, a cooking surface on top. $38.50. Master Metal Products.

38. The same barbecue, with wheels removed and legs shortened for winter use in the fireplace.

39. Cosco table. A folding utility table, all-steel construction with baked enamel top available in several colors. Top measures 21 by 34 inches. $14.95. Hamilton Manufacturing Corp.

Ice bowl or hot food server. Made of Lustron in various colors with transparent cover. It is insulated to keep foods hot or cold for considerable lengths of time. $5.95. Brrr, Inc.

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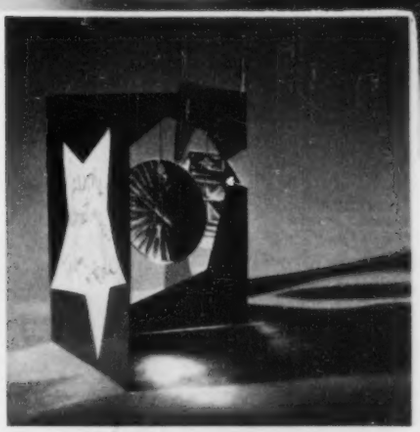
GREETINGS

It is a time-honored custom to send greeting cards to friends and acquaintances on several occasions each year. But must greeting cards necessarily be trite? The general level of greeting card design is distressingly low. Not only do the ideas they express range from the sentimental to the coy; in most cases the execution is either boringly conventional, or in bad taste, or downright silly.

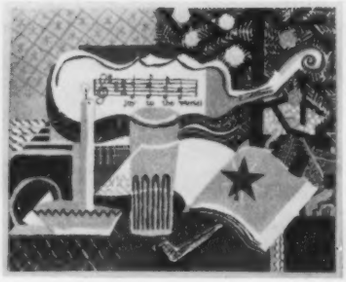
We feel that it would be a happy state of affairs if everyone made his own greeting cards. It is not so difficult—home-made cards of brightly colored paper, with or without a simple design, could convey your feelings in a more personal manner than any store-bought card. But for those who, for lack of time or lack of confidence in their own ability, will not attempt to make their own, we show here a few cards that solve the problem with imagination, wit, and a fresh approach.



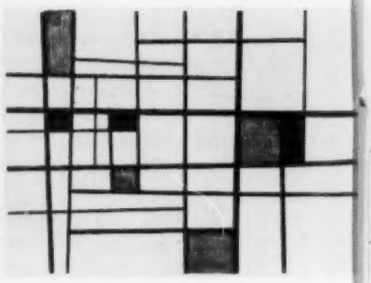
Three-dimensional cards
from the Museum of Modern Art.
They fold flat for mailing.
Designed by Karl Koehler

Drawing by Steinberg
from a Museum of Modern Art
Christmas card

Carlis & Frederiksen

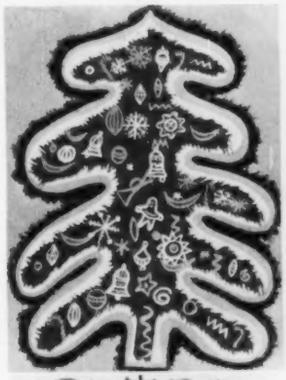


Three cards designed by Ruth Reeves for American Artists Group



Two abstractions by the McKenzies

Graduation card by Hans Moller
for Gartner & Bender

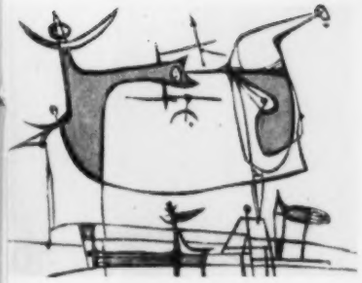


Carlis & Frederiksen

Carlis & Frederiksen

Drawing by Klee
Museum of Modern Art

Chiko

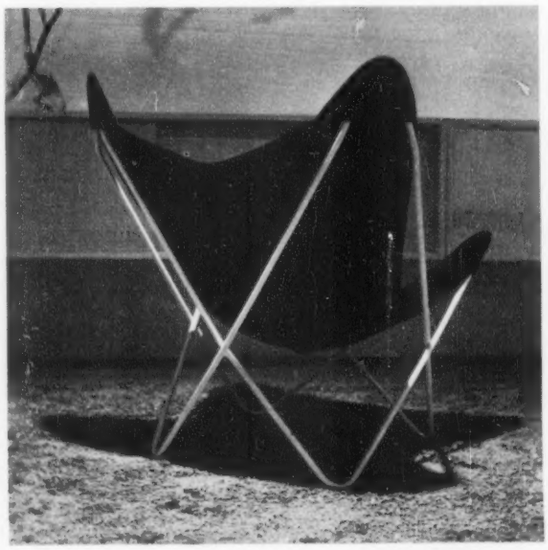


lcKenzies

Franz Altschuler

Chiko

PRODUCT REVIEW



CHAIR

designer: Ferrari Hardoy

manufacturer: Knoll Associates

price: With canvas seat, $36; with leather seat, $99.

colors: Metal frame in black or white baked enamel. Canvas seat in black, yellow or red. Leather seat, natural.

CHAIR

designer: Allan Gould

manufacturer: Functional Furniture Manufacturers

price: Cord seat and back, $45.40; leather seat and back, $92.50; upholstered in fabric, $79.90; upholstered in plastic or leather, $97.90.

materials: Frames are laminated birch. Cord seats come in six colors. Weather resistant finish.

PRODUCT REVIEW

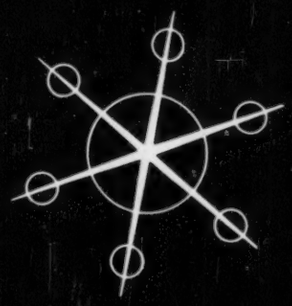
PLAY PEN

name: Trimble Kiddie-Yard

manufacturer: Trimble Nurseryland Furniture Inc.

price: $35

materials: Sides are made of tubular aluminum; rails are hardwood, each side enameled in a different primary color. Floor hinges are concealed.



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EVERYDAY ART in the magazines

A&A: ARTS & ARCHITECTURE, 3305 Wilshire Blvd., Los Angeles, Cal.
AF: ARCHITECTURAL FORUM, 350 Fifth Avenue, New York, N. Y.
AH: AMERICAN HOME, 444 Madison Avenue, New York, N. Y.
A&I: ART & INDUSTRY, 381 Fourth Avenue, New York, N. Y.
AN: ART NEWS, 136 East 57th Street, New York, N. Y.
BH&G: BETTER HOMES & GARDENS, 1714 Locust Street, Des Moines, Ia.
CH: CRAFT HORIZONS, 435 Madison Avenue, New York, N. Y.
CR: CONSUMERS' RESEARCH, Washington, N. J.
CRep: CONSUMER REPORTS, 12 Union Square, New York, N. Y.
DES: DESIGN, 131 East State Street, Columbus, Ohio.
HB: HOUSE BEAUTIFUL, 572 Madison Avenue, New York, N. Y.
H&G: HOUSE & GARDEN, 420 Lexington Avenue, New York, N. Y.
INT: INTERIORS, 11 East 44th Street, New York, N. Y.
JHE: JOURNAL OF HOME ECONOMICS, 700 Victor Bldg., Washington, D. C.
MA: MAGAZINE OF ART, 1262 New Hampshire Ave., NW, Washington, D. C.
MP: MODERN PLASTICS, 122 East 42nd Street, New York, N. Y.
PA: PROGRESSIVE ARCHITECTURE, 330 West 42 Street, New York, N. Y.

HOUSES

New Hampshire house meets challenge of weather variations with radiant heating, solar control, and summer cooling system on the roof. By E. H. and M. K. Hunter. *AH November*

Small house on Long Island by Caleb Hornbostel and Jean P. Trouchaud. *AH August*

A lakeside house in Westchester within commuting distance of Manhattan. By Edgar A. Tafel. *AH October*

Where two centuries meet: modern wing added to rejuvenated Pennsylvania Dutch farmhouse. By Oscar Stonorov and Edmund M. Bacon. *H&G September*

A small house in Massachusetts utilizing methods of construction adaptable to mass production. By Johnson & Whitcomb. *PA August*

For a larger-than-average family, an economically planned house in Connecticut incorporates numerous labor-saving elements. By Sherwood, Mills & Smith. *PA November*

Every wall does double duty in a Pennsylvania house by Caleb and Ruth Hornbostel. *BH&G August*

Out went the surrey—a remodeled carriage house in Chicago. By Paul R. MacAllister. *AH August*

Wisconsin house has combined living-dining-kitchen area. By Edgar A. Tafel. *AH October*

Four rooms do the work of seven in an Illinois house by David S. Barrow. *BH&G November*

Minimum-cost house in Indianapolis by Donegan, Porteous & Wright. *BH&G September*

The love affair of a man and his house—designed by Frank Lloyd Wright. *HB August*

An outstanding design for Florida based on standardized wood-frame construction. By Twitchell & Rudolph. *AF July*

Concrete home in Florida is one of eight prototype houses designed to solve regional building problems. By Twitchell & Rudolph. *AF October*

Four concrete beach houses in Florida provide hallmarks of luxury on a small scale. By Twitchell & Rudolph. *AF October*

House in Alexandria, Virginia, by Charles M. Goodman is expertly wedded to a hillside and schemed to cope with a variable climate. *PA October*

An ingenious adaptation of the solar principle to the brilliant dry climate of Arizona. By Arthur T. Brown. *PA October*

Well-designed house built for under $15,000 in Texas. By McKie & Kamrath. *AF September, AH November*

House in Albuquerque by Charles Edman Jr. *BH&G September*

This is not a merry tale: an account of remodeling a California house for more work, storage, and sleeping space. By Bob Gilmore. *AH August*

A one-room house in California that can be expanded. By Ronald White and David Mellinkoff. *AH August*

Country house in the San Fernando Valley by Griswold Raetze is built between two patios for full realization of suburban luxuries. *AF September*

Holiday house near Santa Monica. By Richard A. Neutra. *A&A September*

California bachelor house becomes a family home. By John Porter Clark. *H&G September*

A California house with a personal touch. By Woodbridge Dickinson Jr. and Lawrence Test. *H&G August*

A house in California that does not depend on servants. By Rodney Walker. *H&G August*

House in Miami. By Wahl Snyder. *AH November*

A California house by Henry Hill shows rare integration of all elements. *PA October*

A modern California house echoes a familiar tradition without compromising progressive design standards. By Wurster, Bernardi & Emmons. *PA October*

Compact, apartment-size bachelor home in Los Angeles by Clifford-Lindstrom Associates. *PA October*

A remarkable degree of privacy provided on an average in-town site in a California house by Carlton Arthur Steiner. *PA October*

Case Study House No. 7 by Thornton M. Abell. *A&A July*

Case Study House No. 13 by Richard A. Neutra. *INT September*

House in Washington State by Paul Kirk. *AH October*

House on the banks of the Columbia River by Ruby Esherick and Van Evera Bailey. *HB September*

Cliff house whose interlocked elements exploit a magnificent site is Canadian contribution to organic architecture. By Sharp & Thompson, Berwick, Pratt. *AF October*

Three generations on a fifty-foot lot: a house that gives privacy for young and old. *BH&G October*

A conveniently planned house by Baravetto & Thomas. *BH&G October*

This plan gives a helping hand to housework: ready-to-build house No. 32 by Malcolm Duncan. *HB September*

Ready-to-build house No. 33 by Edward Tauch. *HB October*

APARTMENTS and HOUSING DEVELOPMENTS

Veterans' apartments at Georgia Tech by Stevens & Wilkinson, based on the principles of sound contemporary design. *AF September*

Eight garden apartments in California, each with its private court. By Kenneth Nils Lind. *AF July*

Apartment house in California meets competition of speculatively built units at the same time that its standards are considerably above average. By Carl Louis Maston. *AF July, PA August*

Mutual Housing Association's project for 500 families in Southern California. By Whitney R. Smith, A. Quincy Jones, Egardo Contini. *A&A September*

A hamlet of apartment units in a large Southwest city by W. G. Farrington Co. *AF July*

INTERIOR PLANNING AND DESIGN

The year's work. Examples of interiors by leading architects and designers in the U. S. *INT August*

Can your living room do three jobs? *BH&G October*

How small can your bedroom be? Logical solutions for shrinking your bedroom and house plans. *BH&G September*

How to change "before" to "after": remodeling an old, drab apartment into an attractive functional one. *HB August*

How to divide a room without a partition: the use of ambidextrous furniture to separate areas. Designed by Edward J. Wormley. *HB August*

Panel a room with plywood. *BH&G November*

How good can a kitchen be in 1948? A kitchen that has everything designed by Cliff May. *HB September*

Big ideas for small houses: roll-out kitchen counter saves space problem. *BH&G September*

Scratch Blue Monday off the calendar: automatic laundry makes life easier. *HB August*

FURNISHINGS AND EQUIPMENT

Wardrobe chests designed by James M. Wiley and Jean Austin. Compact furniture with space for everything. *AH October*

New furniture from Knoll Associates. *A&A July*

Record cabinets you can make. *BH&G October*

Best of the new furniture. A survey. *INT October*

You get more for your money in today's furniture. *AH November*

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The shape of things: Lamps. By Eliot Noyes. *CRep November*

The new fabrics. A survey. *INT September*

Textile designer's dreamland: potentialities of Puerto Rico's natural fibers. Designs by Geraldine Funk. *INT September*

Wood forms by James Prestini. *A&A August*

Contemporary American Glass: the art of glass making in the U. S. *CH May*

What about plastics: their beauty and practicability make them invaluable for houses today. *H&G August*

Radio phonographs. *CRep September*

Electric Ironers. *CRep August*

Electric Ranges. *CR November*

FOREIGN

British-built aluminum and plastic kitchen. *AF August*

Household plastics in Britain. *MP October*

Textiles from Sweden by Astrid Sampe-Hultberg. *A&A August*

New lamps are lit in Europe. Lamps from Italy, article by Edgar Kaufmann Jr. *A&A October*

Lamps from Finland. *INT October*

House and studio in Brazil by Oswaldo Bratke. *A&A October*

ARTICLES

What is wrong with plastic design. *A&I October*

Heating: American Homes Planning Primer. *AH August*

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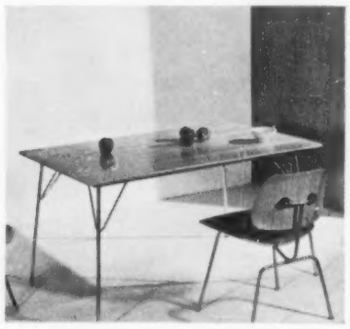

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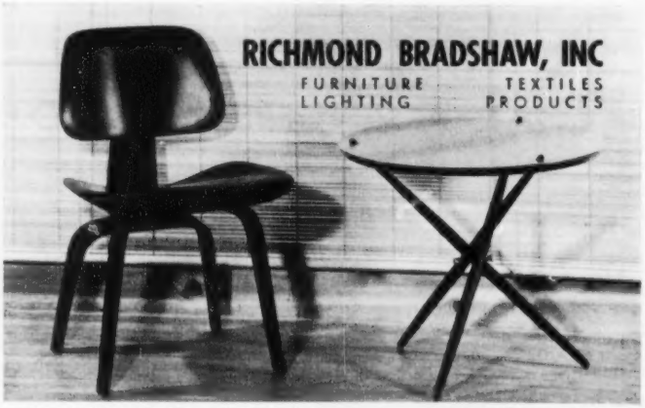

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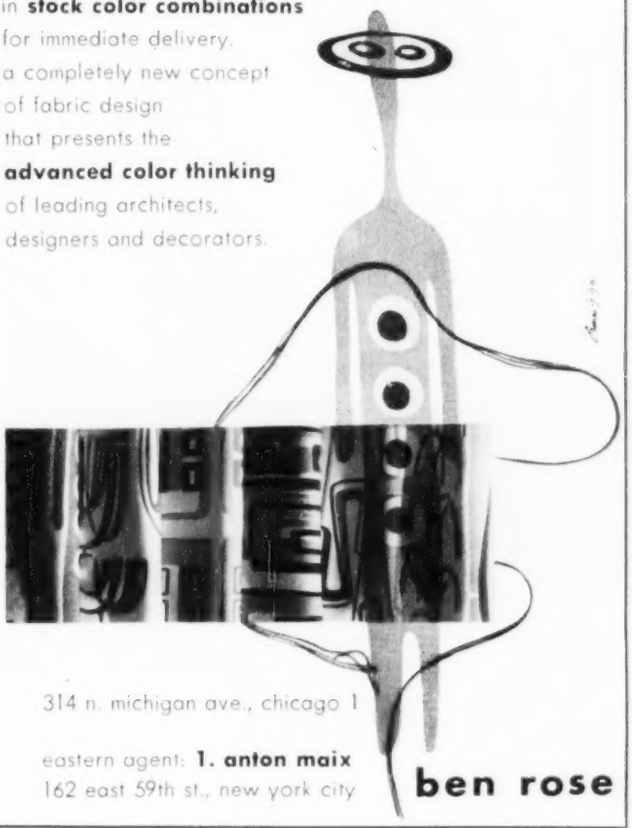

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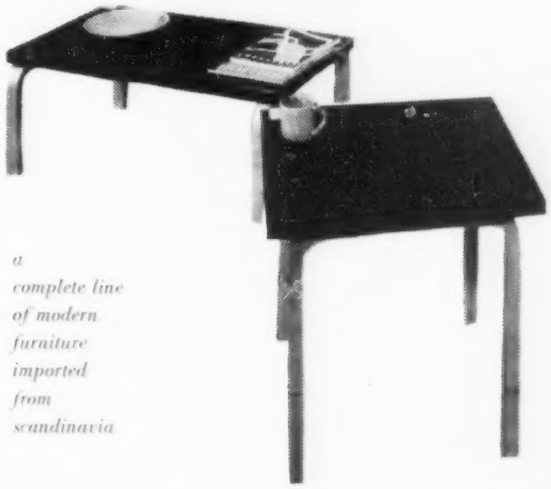

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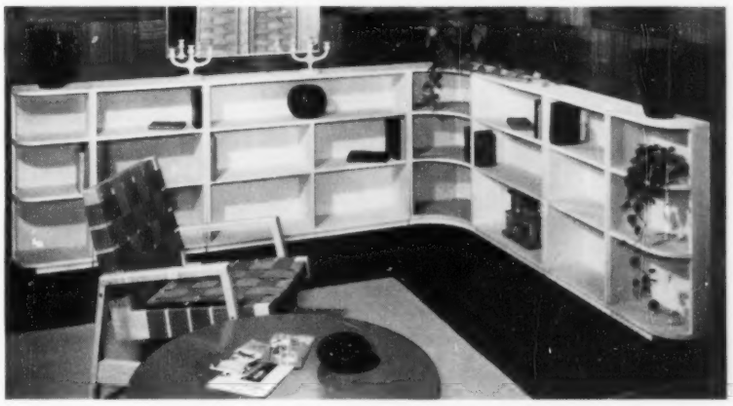

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marianna pineda dwin and mary scheier
caroline gleick rosene tterston hugo weber
pearl s shecter art id wurster eva zeisel
harry weese marguer zimmer manuel ziskin
alvar aalto david aaro arens william armbruster
laura andreson egmont c. loomfield richmond bradshaw
harry bertoia sam bloomfield charles cruze james e davis
charles eames william b fageol florence forst william friedman
edith heath jon hedu fannie knoll freda koblick carol kottke
sam kramer frank lee malcolm lein hsson louis mc millen l moholy-nagy
keith monroe philip morton peter m. arthur garson percy winifred phillips
marianna pineda john polivka james daniel rhodes walter rhodes rima
caroline gleick rosene alice roth eero sa erg zahara schatz edwin and mary scheier
pearl s shecter art smith bob stocksdale s kurt versen henning watterston hugo weber
harry weese marguerite wildenhain armand winfie wright russel wright david wurster eva zeisel
alvar aalto david aaron leo amino laura andre berg russel au-werter evelyn balch f carlton ball
barnes & reinecke bartolucci-waldheim franz bergmann ivan bruce p e camerer arthur carrara k c castaing
james chandler francesco collura dan cooper inez wood crimmins william de hart margaret de patta bess diamond leslie diamond
charles eames william b fageol claire falkenstein fred farr florence lillian garrett alexander girard june groff maija grotell doris hall
edith heath jon hedu fannie hillsmith ewald holtkamp hurst & kingsbury adda husted-andersen phyllis jacobs florence knoll freda koblick carol kottke
sam kramer frank lee malcolm lein robert limpus dorothy liebes paul a lobel raymond loewy dorothea marlor bruno mathsson louis mc millen l moholy-nagy
keith monroe philip morton peter muller-munk gertrud and otto natzler george nelson walter von nessen isamu noguchi arthur garson percy winifred phillips
marianna pineda john polivka james prestini ralph rapson richard raseman hilde reiss eileen and rossi reynolds daniel rhodes walter rhodes rima
caroline gleick rosene alice roth eero saarinen astrid sampe herbert sanders morris sanders george scharfenberg zahara schatz edwin and mary scheier
pearl s shecter art smith bob stocksdale sundberg & ferar elias svedberg angelo testa anne tyng john vassos kurt versen henning watterston hugo weber
harry weese marguerite wildenhain armand winfield bob winston beatrice wood edward wormley ann t wright russel wright david wurster eva zeisel